

ORDER



Orders	Order / Rev:	688357
	Alt Order #:	06165367
	Product Desc:	KAINE FOR SENATE
	Estimate:	11224
	Flight Dates:	09/10/12 - 09/16/12
	Original Date / Rev:	06/05/12 / 06/05/12
	Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Media Strategies & Research/ POL
	Buying Contact:	
	Billing Contact:	
		11350 Randon Hills Road, Suite 670
		Fairfax, VA 22030

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Kaine,T/D/Sen/VA
	Demographic:	A35+
	Product Codes:	PL-US Senate
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	48	\$48,500.00	\$41,225.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	\$48,500.00	\$41,225.00	0.00
Totals	48	\$48,500.00	\$41,225.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	23%	\$48,500.00
Market	100%	\$210,869.57

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$2,108.70
WDCA	1%	\$2,108.70
WJLA	19%	\$40,065.22
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$73,804.35
WTTG	21%	\$44,282.61
WWPX	0%	\$0.00

[illegible]

Order / Rev: 688357
 Alt Order #: 06165367
 Flight Dates: 09/10/12 - 09/16/12

Advertiser: Kaine,T/D/Sen/VA
 Product Desc: KAINE FOR SENATE
 Estimate: 11224
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	09/10/12	09/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-WTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$450.00		0.00			
E 3	WUSA	09/12/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	--W-F--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W-F--					2	\$250.00		0.00			
E 4	WUSA	09/10/12	09/13/12	Price Is Right The Price Is Right	CM	11a-12p	M--T---	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M--T---					2	\$325.00		0.00			
E 5	WUSA	09/14/12	09/14/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$300.00		0.00			
E 6	WUSA	09/12/12	09/13/12	DT Daytime	CM	1230-3p (12:30 PM-3:00 PM)	--WT---	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WT---					2	\$375.00		0.00			
E 7	WUSA	09/10/12	09/10/12	3-4p The Doctors	CM	3-4p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$200.00		0.00			
E 8	WUSA	09/12/12	09/14/12	4-5p Dr. Phil	CM	4-5p	--W-F--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W-F--					2	\$275.00		0.00			
E 9	WUSA	09/10/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-WTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$500.00		0.00			
E 10	WUSA	09/10/12	09/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-WTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$800.00		0.00			
E 11	WUSA	09/10/12	09/14/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-WTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$750.00		0.00			
E 12	WUSA	09/15/12	09/15/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
E 13	WUSA	09/15/12	09/15/12	CBS Evening News Sat CBS Evening News Saturday	CM	Sat 630-7p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$600.00		0.00			
E 14	WUSA	09/16/12	09/16/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$400.00		0.00			

REP HEADLINE# 6165367

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS RPT. FROM REP
JUN5/12 12.59
*** WUSA-TV ***

NEW

ADD *** ORIGINAL REV#0 ***

DELETE

ORDER

LINE/S

PARTIAL LINE/S

AGENCY - 318 MASSACHUSETTS AVE, NE
ADDRESS WASHINGTON, DC 20002

START DATE-SEP10/12 END DATE-SEP16/12 WK-1

1/AGENCY#
2/ADVERTISER#
3/PROD# EST#****
20/EOS 4/SLS#
5/REP#
21/BILL WK. MO-SU
63/PCON 64/ACON
11/RATE CARD
14/ORDER TYPE
57/CO-OP TYPE
59/STATE TAX

REP: TO:NSA/NSM
FROM: JESSI FOR AARON
NEW ORDER
\$48,500 48X
THANKS, PLEASE CONFIRM
6/5

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
Kaine for Senate 2012

BS REP LN# CD DAYS BEGIN TIME END TIME PTRN LNTH DATE DATE CLS SEC PLAN PRICE SPT /WK RATE SPOT 18/ STATION CD SC# 23/ /LIN

1 M,W-TH 500A-600A 30 09/10 09/13 3 \$400.00 3

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
PROGRAM : NEWS
CON COM1 : 1X/DAY

12

FAX# 703 528 7880

HARRIS RPT. FROM REP

JUN5/12 12.59

ORDER WORKSHEET

*** WUSA-TV ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

[illegible]

JUN5/12 12.59
*** WUSA-TV ***

BS	REP	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC#	STS 23/	SPOT /LIN
12	SAT			600P-630P			30	09/15	09/15					1	\$350.00				1
	PROGRAM : NEWS																		
13	SAT			630P-700P			30	09/15	09/15					1	\$600.00				1
	PROGRAM : NEWS																		
14	SUN			630P-700P			30	09/16	09/16					1	\$400.00				1
	PROGRAM : NEWS																		
15	M, TH-F			730P-800P			30	09/10	09/14					3	\$700.00				3
	PROGRAM : ENT TONIGHT CON COM1: 1X/DAY																		
16	MON			900P-1000P			30	09/10	09/10					1	\$3,500.00				1
	PROGRAM : TWO GIRLS/MIKE																		
17	WED			900P-1000P			30	09/12	09/12					1	\$5,000.00				1
	PROGRAM : CRIMINAL MINDS																		
18	THU			1000P-1100P			30	09/13	09/13					1	\$5,500.00				1
	PROGRAM : MENTALIST																		
19	FRI			1000P-1100P			30	09/14	09/14					1	\$4,000.00				1
	PROGRAM : BLUE BLOODS																		
20	M, W, F			1100P-1135P			30	09/10	09/14					4	\$2,000.00				4
	PROGRAM : NEWS CON COM1: 1X/DAY																		
21	SAT			1100P-1135P			30	09/15	09/15					1	\$2,000.00				1
	PROGRAM : NEWS																		
22	SUN			1100P-1135P			30	09/16	09/16					1	\$2,000.00				1
	PROGRAM : NEWS																		

REP HEADLINE# 6165367

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS RPT. FROM REP
JUN5/12 12.59
*** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD SC#	STS 23/	SPOT /LIN
23		W,F		1135P-1235A			30	09/12	09/14			13		2	\$350.00				2
PROGRAM : LETTERMAN																			
CON COM1: 1X/DAY																			
24		SAT		1135P-1235A			30	09/15	09/15					1	\$200.00				1
PROGRAM : CRIMINAL MINDS																			
SEP/12				48500.00															
CONTRACT TOTAL																48500.00			
TOTAL SPOTS																48			

MARKET TOTALS \$210,869 WUSA 23% WTTG 21% WJLA 19% WRC 35% WDCA 1% WDCW 1% CABL 0%
SVC- NSI
DEMOS- RA35+*